Executive Summary
D3.4: Technological modules

The CrossCult project aims to make reflective history a reality in the European cultural context, by enabling the reinterpretation of European (hi)stories through cross-border interconnections among cultural digital resources, citizen viewpoints and physical venues. This goal is supported by the CrossCult platform, an electronic platform comprising a multitude of technological modules that are needed to enable the innovative technological features envisaged in the project. This deliverable, reports on the technological modules developed in the context of project WP3. These technological modules are available to developers of CorssCult project pilots, as well as to living lab participants. The technological modules developed in this time fall in the following functionality categories:

- User Profiling, for gathering traits for the user profile and personality, including user preferences.
- Recommenders, for generating recommendations on venue items, routes or persons based on the user profile traits and the characteristics of the recommended objects,
- User trackers, which collect low-level data about user activities, such as movements or individual interactions. These data serve as input to user profiling modules.
- Association Discovery, to allow the discovery of new associations, by exploiting the rich semantics of the information hosted in the CrossCult knowledge base.
- Context Analysis Services, including software modules which determine time-varying characteristics of the physical surroundings of user or linkages between the knowledge elements of the CrossCult knowledge base and other data sources with a time-varying nature.
- CrossCult Social Networking Services, providing means for users of the CrossCult platform to communicate, exchange views, form teams, etc.
- Visualization and user experience elements, including software modules related to the graphical presentation of information to the users and the enhancement of user quality-of-experience.

Each functional area is covered by one or more technological modules, which offer distinct services within the functional area (e.g. chatting vs. μBlogging) or address different facets of a single issue in a complementary fashion (e.g. question-based profiling and image selection-based profiling).